

ORDER



Orders
Order / Rev: 717811 - 2
Alt Order #: 06345807
Product Desc: HOUSE MAJORITY PAC Flight 10/1-10/
Estimate: 1880
Flight Dates: 10/01/12 - 10/07/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Waterfront Strategies/ POL
Buying Contact:
Billing Contact:
 3050 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Senate Majority PAC
Demographic: A25-54
Product Codes: IS-Candidate/US
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	33	\$17,350.00	\$14,747.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$17,350.00	\$14,747.50	0.00
Totals	33	\$17,350.00	\$14,747.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/01/12	10/05/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--			1			\$350.00		0.00			
2	KPNX	10/01/12	10/05/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--			1			\$1,000.00		0.00			
3	KPNX	10/01/12	10/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
12 NEWS @ NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--			3			\$300.00		0.00			
4	KPNX	10/01/12	10/05/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	5	\$30.00	P-2	0.00	NM	5	\$150.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--			5			\$30.00		0.00			
5	KPNX	10/01/12	10/05/12	M-F 5-530a 12 News Today	CM	5-530a	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--			5			\$250.00		0.00			

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	10/01/12	10/05/12	M-F 530-6a 12 News Today	CM	530-6a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$300.00		0.00						
7	KPNX	10/01/12	10/05/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
12 NEWS AT 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$600.00		0.00						
8	KPNX	10/01/12	10/05/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	4		\$850.00		0.00						
9	KPNX	10/01/12	10/05/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	1		\$450.00		0.00						
10	KPNX	10/01/12	10/07/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
12 NEWS AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTFSS	1		\$2,400.00		0.00						
11	KPNX	10/06/12	10/06/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
SATURDAY TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$450.00		0.00						
12	KPNX	10/03/12	10/03/12	Wed Prime B Animal Practice/Guys	CM	8-9p	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
ANIMAL PRACTICE/GUYS WITH KIDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--W----	1		\$2,500.00		0.00						

*Tax 1 Note: Tax 0.5%.

Totals 33 \$17,350.00